

DCBID Marketing Department Activity, Week of 2/2/15

M+A

Website

- Agency received Vendor comments on Website Feedback on 2/05. Agency to discuss next steps with Client/Vendor next week.

CTO Video

- Complete, pending some minor image / editing revisions upon producer's return.

CTO Booklet

- Incorporated additional revisions; prepared and submitted final layout for Client SignOff (2/03).
- Working with Cartifact on a quote and timeline for a Map Insert to the Booklet.
- Secured and forwarded updated Invoice for Brochure Printing
- Secured and had delivered paper samples for Client Review
- Exported and delivered Brochure body copy for Client reduction and edits.

Q4 Market Report (2014 Year End Report) Cover

- Designed and presented three new Cover designs for Booklet.
- Made design revisions, added a fourth layout and presented for Client selection.

DCBID Wayfinding Signage

- Pending Client review and feedback.

Solar Belly Poster Update

- Printing of the balance of posters were completed one day early and arrived at the Service Center on 2/05 and are to be installed this weekend.

DCBID Pens

- Vendor informed Agency on 2/066 that out of 3,173 pens, 93 were found to be bad and will credit Client for 93 pens. Per client direction, balance of order to be returned to the DCBID. Arrival TBD.

DCBID Juror Guides

- Agency secured reprint estimate and forwarded to Client on 2/06.
- Currently pending next round of revisions from Client.

Nick Griffin Announcement Press Release

- Agency currently drafting initial release with content provided by Client.

Annual Report

- Agency working with department to secure remaining outstanding content.

Mike

- Closed and cleaned kitchen, filled dishwasher, restocked fridge and supplies, as needed

Marketing

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- Approved and edited info for event listings, specials, and happy hours on DowntownLA.com
- Approved and edited business listings on DowntownLA.com
- Researched events to post to DowntownLA.com
- Continued cleaning up business database for website
- Processed invoices for Marketing/Econ Dvlpmt
- Monitored/tracked social media traffic
- Scheduled social media posts for the week
- Responded to business and visitor requests for information
- Meeting: Weekly Marketing Meeting with Macy + Assoc
- Continued to update business/event database in WP
- Meeting: Weekly Guide Meeting
- Sent out email blast for Saturday Housing Tour
- Sent out the Feb E-News
- Attended DRMA meeting
- Worked on re-edit of Jurors Guide
- Met w/ LA Phil regarding social media needs/requests

Economic Development

- Updated Outlook contact list with new contacts and updates to existing contacts
- Printed/updated materials for and compiled membership